

Alzheimer's Association of Greater Cincinnati  
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alzheimer's  association®

Greater Cincinnati Chapter

*25 Years of Providing Help and Promoting Hope*

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May 1, 2008

Marlene H. Dortch  
Secretary  
Federal Communications Commission  
445 12<sup>th</sup> Street, S.W., Room TW-A325  
Washington, D.C. 20554

Re: MB Docket No. 04-233

Dear Ms. Dortch:

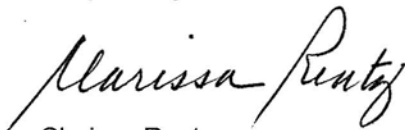
For the past 25 years, the Alzheimer's Association of Greater Cincinnati has been the primary source of information, support and service to thousands of families affected by Alzheimer's disease and related dementias in the Tri-state region.

Bonneville International-Cincinnati has played an important role in helping us advance our mission of support and education to the community through its radio station broadcasts.

Over the past several years I have appeared on the station's Public Affairs Show – *Sunday Morning Magazine* – to discuss Alzheimer's disease and the impact it has on affected individuals, caregivers, families and society as a whole (most recently – Sept. 24, 2006). In addition, WUBE has played an instrumental role in promoting our annual Memory Walk, which enhances public awareness while helping raise funds to support our chapter and its programs. The B105.1 Morning Team of Bill Whyte and Amanda Orlando have served as Memory Walk honorary chairs and emcees since 2005.

In conclusion, Bonneville International-Cincinnati (WKRC, WUBE, WYGY, WSWD) has been effective in serving my organization's needs as well as those of the community at-large. We see no need for additional rules or reporting requirements that insert federal oversight of the process of broadcasters serving the community.

Respectfully submitted,



Clarissa Rentz  
Executive Director  
Alzheimer's Association  
of Greater Cincinnati